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Please Direct All Correspondence to Customer Number **20995**

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**NOTICE OF APPEAL**

FROM THE EXAMINER TO THE BOARD OF PATENT APPEALS AND INTERFERENCES

Applicant : James A. Harding, et al.  
App. No : 10/750,163  
Filed : December 31, 2003  
For : PROFILING ITEMS SELLERS TO  
INFORM ITEM PURCHASING  
DECISIONS AND BUILD TRUST IN  
A MULTIPLE-SELLER MARKET  
PLACE  
Examiner : Shah, Ameer A  
Art Unit : 3625

**Mail Stop AF**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the decision of the Examiner dated October 16, 2009 finally rejecting Claims 3-11 and 33-70.

| FEE CALCULATION   |             |                |             |       |
|-------------------|-------------|----------------|-------------|-------|
| FEE TYPE          |             | FEE CODE       | CALCULATION | TOTAL |
| Notice of Appeal  | 41.20(b)(1) | 1401 (\$540)   |             | \$540 |
| 1 Month Extension | 1.17(a)(1)  | 1251 (\$130)   |             | \$    |
| 2 Month Extension | 1.17(a)(2)  | 1252 (\$490)   |             | \$    |
| 3 Month Extension | 1.17(a)(3)  | 1253 (\$1,110) |             | \$    |
| TOTAL FEE DUE     |             |                |             | \$540 |

(X) The amount of \$540 will be paid via EFS Web.


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Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Dated: January 12, 2010



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